

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

15 ways to kick your sales into high gear

By Terry Telford

15 ways to kick your sales into high gear by Terry Telford

If your sales are a little on the slow side, you need to polish your promotional skills and fire up the marketing machine. This is the first of a two part article with a total of 30 tried, tested and proven techniques to kick your sales into high gear! Here are the first 15 techniques.

1. Use a PS and PSS after your signature. In the PS, summarize the key benefit. In the PSS restate the bonus or reason for ordering right now. Only your subject line is more important than your PS!
2. Vary your subject and medium. If you send out a monthly email promotion, vary the subject line. One month, your subject line could read 'Hi! It's Jake.' The next month it could read '\$1.99 special for the first hundred responses. With your 'Hi! It's Jake' subject line you could send an article with tips that will help your customers with common problems. Your '\$1.99 special' could be a direct ad. By altering the format that you send, (article one time, ad the next) you will get more prospects past the subject line and into your email.
3. Mail your customers on a more frequent basis. If you send your customers a promotion once a month, double it. Send them a promotion every two weeks.
4. Use add-on sales. The best place to get an add-on sale is just before your prospect places their order. Include two buttons or links at the bottom of your order form, one for

ordering just the product and one for ordering your product with an add-on. Here's a quick example. You are selling an ebook you have written called Marketing. Your add-on is a Lifetime upgrade.

a. At the bottom of the order form you include a text link that says 'Click here to order Marketing for only \$19.95.'

b. Directly underneath, you place a second text link that says 'Click here to order Marketing, including your Lifetime Upgrades for only \$29.95.'

c. Place a short paragraph after the button, explaining all the benefits of ordering the Lifetime upgrades as well. After the paragraph, place the Lifetime Upgrades order link again.

5. Upsell to a better product. If you are offering free autoresponders, upsell your customers to a better version of your product. Quick example. You offer a free, quality autoresponder which sends a single message. If your customer upgrades to a 'Gold' autoresponder for only \$2.95 per month, they get an autoresponder which can send up to ten, time delayed messages.

6. Use current events to propel your sales. If the inflation figures have just risen again, offer an 'Inflation Buster' promo.

7. Offer additional products. After you have sold your main product (with an add-on) keep in contact with the customer and offer additional products. You can sell more add-ons or upgrades that compliment the original purchase, or completely new products.

8. Offer a payment plan. If you are selling a big ticket item, offer to split the payments into three or four easy installments. Installments can be spread over weeks or months, depending on the size of the purchase.

9. Offer special promotions. Holidays like Christmas, Easter, and Valentine's Day are perfect for special promotions. Anniversaries and birthdays also give you a perfect excuse to contact your customers and offer them a special promotional deal.

10. Include a deadline. By including a deadline, customers are more inclined to make a purchase sooner. It is human nature to leave things to the last moment, so make sure your deadline falls within a short period of time after you send your offer.

11. Use incremental deadlines. If you run a monthly special, offer to include an extra bonus, plus a FREE gizmo and a lifetime upgrade if they order before the end of the first week. In the second week of the campaign, offer an extra bonus, plus a FREE gizmo, only if they order by the end of the week. In the third week, they get an extra bonus if they order by the end of the week. And the fourth week, they get the product with no bonuses.

12. Use the take away approach. This works well in conjunction with the incremental deadline approach. Tell your customer that if they don't order today, they will miss out on the fabulous lifetime upgrade offer.

13. Make the purchase easy. Make it easy for customers to purchase from you by offering alternative methods of payment. Some people don't feel comfortable placing their credit card number online. Make sure you offer the option to pay by check. Include a printable fax/mail order form that they can print out and send to you by snail mail or fax.

14. Give guarantees. Make sure your product comes with a 100%, no questions asked, lifetime, guarantee. People love to feel secure when ordering. If you stand behind your product 100%, you give your customers the security they need.

15. Sell to categories. If your product is selling well with work at home moms, try selling to Small Office Home Office (SOHO) owners. If you find that your product is popular with accountants, try a promotional campaign directed to this category of customers.

There are an unlimited number of techniques and tactics that you can experiment with to drive your sales through the roof. When you have success with a particular promotion, keep polishing and experimenting until it is worn out and then experiment with something new.

In the second segment of this report we will look at another

15 ways to kick your sales into high gear.

Good luck and God Bless.

Terry Telford is the author of the popular ebook, Website Ladder, and the founder of bpc publishing, where you can pick up your FREE and almost FREE website marketing and traffic tools. Visit <http://www.bpcpublishing.com> today!

5 Ways to Get the Most Out of Your BackCountry Gear

By Chuck Fitzgerald

Time out of doors is a precious commodity to the outdoor enthusiast – but are we getting the most out of this time. One way to ensure maximum backcountry enjoyment is to get the most possible value from the gear you acquire and use. Here are 5 ways to get the most out of your backcountry gear - and your backcountry experience.

– Purchase the best gear you can possibly afford. If you are going to spend a year planning your next excursion on the continental divide, spend three months getting into great shape, take three weeks vacation when it's time for the hike, purchase an airline ticket, and so on - then why are you using the cheapest backpack you can find? A good backpack will make all the difference in the world. This applies to all of your backcountry gear. Whether it's your GPS unit, sleeping bag, rain gear or dual-fuel portable stove, be sure to carry good equipment in order to get the most value for your money. Don't buy cheap!

– Learn how to use all of your gear correctly and practice using it. When you are completely lost, it's not the time to learn how to navigate with a compass and map. When you and your firewood are wet, it's not the time to learn how to start a fire with the flare you've been carrying for 5 years in your pack. Take time to learn all of the features of your gear. You might be surprised to learn just how useful your GPS really is when you understand how to use the backtrack feature. You'll be mighty thankful when you learn the proper weight distribution for your backpack. Take time to learn - practice around your home before you venture into the backcountry.

– Keep your gear with you and use it as much as possible. Your backcountry gear isn't just for the backcountry. It has unlimited uses in everyday life. Never go on a road trip without your pack. You'll almost always find an opportunity to use your binoculars or GPS unit. If you don't have your gear with you, you'll need it - never fails.

– Take great care of your gear. Hopefully you've learned this from your parents and not necessarily from experience. Your gear will only take good care of you if you take good care of it. Conversely, your gear will let you down if you don't take good care of it. That's a bad situation to be in. Inspect everything before you embark on your adventure. Clean and properly store all of your gear upon your return. Have you checked your gear's straps, fuel, waterproofing, batteries and overall condition lately? Taking good care of your gear is an important part of enjoying your backcountry trip.

15 ways to kick your sales into high gear

– When you're done with it, donate it - and some of your time – to a local scout troop. They are always looking for assistance from outdoor enthusiasts. You'll feel great getting this last piece of benefit out of your old trusty gear!

Optimize your time in the backcountry. The easiest way ensure maximum outdoor enjoyment is to get the most possible value from your gear. Let these 5 ways guide you in getting the most out of your backcountry gear - and your backcountry experience. Use this information and you'll Get It Right The First Time.

Get Outdoors!

Chuck Fitzgerald is the President of Arizona based BackCountry Toys, an online store providing backcountry specialty gear and educational information for outdoor enthusiasts. Visit

to receive the free newsletter "FreshAir" or call (800) 316–9055.

5 Ways to Get the Most Out of Your BackCountry Gear

Martial Arts Speed Kicking

Kick Boxing– An old game with pinch of Kick

Another 15 ways to kick your sales into high gear

How to Attack Elite Performance

147 Killer Epublishing Strategies

Refund Plague Mini–Course

How To FINALLY Stop Smoking...Once and For All!

Online Dating Secrets Revealed!

Money Saving ideas



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!